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## **Send Word Now Strengthens Technology Team with Hire of New Chief Technology Officer**

*Hire Reflects Continued Growth of Send Word Now and Position as Leading Provider of Emergency Notification and Incident Management Services*

NEW YORK, NY – May 6, 2010. Send Word Now, a worldwide provider of [emergency notification](#) and [incident management services](#), announced today the hire of Alex Tsepets as Chief Technology Officer. He will play a leading role in the company’s technology vision and tradition as an innovator in the industry.

“We are extremely pleased to have Alex join our company,” said Send Word Now President and CEO Tony Schmitz. “Alex is an execution-focused executive with a keen understanding of large-scale data management and distributed systems, and he has a proven track record of delivering robust solutions throughout a range of software platforms. He will be instrumental in driving innovative software solutions and process improvements for Send Word Now, and has already made a substantial impact during his tenure with us.”

Tsepets has been working in mission critical technology environments for over fifteen years. His experiences span various industry verticals including financial services, travel, and interactive marketing. Prior to joining Send Word Now, Alex served as the Senior Vice President of Engineering at Reprise Media, Inc., and has held leadership positions in large publicly traded organizations, such as 24/7 Real Media, in addition to many successful start-ups.

### **About Send Word Now**

Send Word Now is the leading provider of [mass notification](#) and [incident management](#) services for both routine and [emergency communication](#). The easy-to-use, web-based [emergency notification service](#) is used by government agencies, municipalities, universities, non-profit organizations and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. Send Word Now’s Alert Tracer® provides a full audit trail of messages sent and received for after-action reporting and follow-up. Designed to reach anyone, anywhere, anytime, with any device over any type of connection, Send Word Now’s [mass notification system](#) is capable of transmitting hundreds of thousands of voice and text messages in minutes. The company is headquartered in New York City.